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and macadam highways, but the real experiences are at the end of the rough roads in the deserts and in the mountains.

The system of county free libraries does what it set out to do in California and

elsewhere, it brings to the remote reader nearly everything he wishes to read a little more quickly and at less unit cost than a traveling library or any other invention in book service.

A PROGRAM FOR LIBRARY ADVERTISING

BY CARL HUNT, *Editor of Associated Advertising, Indianapolis*

I do not think advertising is a panacea, that it will cure all the ills of the library, that it will make good librarians out of bad librarians. Of itself, it cannot, of course, accomplish any such result, although it may have that tendency. But I do think advertising and library work, which, after all, seek pretty much the same thing, can combine their efforts toward the promotion of civilization, and I hope that the American Library Association and the organization which I represent, the Associated Advertising Clubs of the World, may find themselves joining in fact as well as in spirit.

The organization which I represent is greatly interested in library work. A great deal of our work touches and dovetails with yours. It has been the experience of our Association—and I have no doubt that some of the librarians here have had the advantage of co-operation from local advertising clubs—that the local advertising club, in every case where it has been called upon, is more than glad to co-operate in library advertising. And I may say for the Associated Advertising Clubs as a whole, having some 16,000 members, that we are interested in you and we would like to do what we can to help you.

I should like to mention, parenthetically, a thought which has come to me, representing to my mind the biggest opportunity which library work has in connection with advertising. I think we will wake up some day to see that there is running in this country a great national advertising campaign to advertise the service of the public library. I think we will find that some

Andrew Carnegie has discovered that it is not all-sufficient to have a beautiful library building and books and equipment; that it is quite as essential and quite as great a thing to educate the public to desire library service. We in the advertising business know that markets are in human minds. Markets can quickly be made through what we may term, in a general way, salesmanship. Markets may be made through advertising; and a desire for library service may be made through advertising. So, I am in hope that the time will come when some person with a philanthropic motive will supply the wherewithal to establish and carry forward a great national advertising campaign to put the library where it belongs, as the Great University of the Masses.

There is one answer that seems to come to the mind of the average librarian when you say advertising would be good for his library. It is: "Yes, perhaps it would be a good thing, but we seem to be pretty busy as it is, and we are using all the money available now. How could we possibly advertise? What would we do with the people when they come? Hadn't we better first get more money?"

That seems a problem, and yet advertising, or any force which would increase the efficiency of the library would naturally bring more money to the library; and if I were a librarian, I don't believe I would worry very much about my library board and what it thought if I was quite sure I had the public with me.

The way to get the public with you is to serve the public. Advertising does not get

the public with you. Advertising does not help you very much of itself. It is only the service which advertising will help your library to render which brings you public support; the kind of support which will bring more money. I have had some personal experiences along that line. I am interested in a charitable society at home. We began to wonder, two or three years ago, if we couldn't reach more people. It is an institution which serves babies. We began to wonder if we could not reach out and find a few more babies that needed the attention of the physicians and the nurses. So we began a campaign of education, with exhibits, newspaper articles, direct mail matter, and appeals through churches and the Sunday Schools of the city. One of the first objections was: "Yes, but where will the money come from?" I had faith in the thought that if we rendered the service the money would come. I said to the managing board: "Let's not worry about the money. Let's find the babies, and the money will come"—and the money did come. That is a fundamental principle of business. The business man who renders a service has no occasion to worry whether the customers will come back or whether more customers will come. The real solution for many problems is found in *rendering service*. If the librarian is not strong enough to make the library board see the advantages of a proper, well-rounded, popular public service, I should say that community needs another librarian.

Advertising the library should have one specific, important purpose in view. That would be to increase the business of the library without materially or proportionately increasing its expense. The libraries' general overhead expense, as it would be called in business, would not materially increase as the business of the library increased. The investment in buildings, in books, and in various equipment would not necessarily increase much. The only material increase would be in personal serv-

ice. A few more people would be required to help do the work.

I believe, if some statistics which I have seen on the subject of the number of people who avail themselves of library service are to be believed, that the number of people served by the average library could, with comparative ease, be doubled with the right kind of advertising. I don't mean this could be done instantly, because business does not grow that way. A merchant does not expect absolutely instant results from his advertising. He expects to build slowly, to reach this man today and serve him well, this man's friends next week or next month, and so, gradually, to build his business. The librarian must expect in like manner to build gradually.

I should like to see the libraries of this country have a great library week about once a year. I think this patriotic movement that I have heard something about today, to make the library help win the war, is splendid, and I wish I had the power to congratulate this Association in the way it deserves for the thought of turning the power of the public library to patriotic service. But I speak of another kind of library week, a week of library publicity, in which every element of your community which ought to be interested in your library, would be given opportunity to become interested; a library week in which Monday would be, perhaps, Father's day or the business man's day, and when every element of the community would be mustered into a movement to make the public think of the library in its service to the wage-earner, the profit-maker. Tuesday, perhaps, would be Mother's day, or house-economics day; Wednesday, Childrens' day; Thursday, Church day or Club day, or some other well-named and carefully planned day, when every element of the community would think of the library as a service in that direction; and so on for the whole week. The week might be divided in any one of many ways.

Perhaps the next Sunday would be Church day, and ministers of the gospel would preach on the civilizing influence

of this University of the Masses. Co-operating, also, would be the Advertising Club, the Rotary Club, the schools—every element of the community which ought to be interested in the Public Library.

The newspapers would help. The librarian would be making talks to the Women's Clubs, the churches and at prayer meetings. The library would everywhere be made a leading topic of discussion.

Another suggestion I would make is a personal one to librarians. When you go out and make a talk about the library and its service, don't hide your light under a bushel. Write something about what you expect to say, and put it in newspaper language. Send it to the papers and say you are going to say it at a certain place and time, and when the editor puts it in the paper, instead of talking to two or three hundred people, you will be talking to 5,000 or 100,000 people. Think of what that means! I think librarians are much too timid. The librarian should get his personality into his work so thoroughly that everybody in the community would be accustomed to seeing his name in the newspapers. It is remarkable what an advantage that is, both to the institution and to the person who stands for the institution. Elbert Hubbard once said that he desired all the publicity he could get, because the more the publicity, the more attention people would pay to what he said, did and wrote; that he felt that he had a mission on this earth that he wanted to fulfill and that the more people believed in him, the more quickly and easily could he fulfill that mission. That is a great thought, and while it smacks of a lack of modesty, it nevertheless is a thought that we can all adopt to our advantage.

While speaking of library advertising mediums, I would like to emphasize particularly the advantage of the library show window. I understand that this has been a frequent topic of discussion in the library journals for some years; but if so, it does not seem to have received general recognition. At all events, some libraries don't use their show-windows. I have

often wondered why so many libraries are built to resemble forts. It is too bad libraries are so built, because show-windows would be of great value. Some libraries which have show-windows hang plush curtains over them! How much better it would be to have a display of books on gardening or a display of books useful to the Sunday School teachers of the neighborhood!

Let us suppose the librarian does utilize all such means of publicity; does make a display for Sunday School teachers, that he gets in touch with three or four preachers and tells the preachers what he is doing; gets in touch with Sunday School superintendents; suggests to these Sunday School superintendents that they tell their teachers that the library can render them service; that he sends out circulars telling the people of the community that they can get information that they need from the library—what an impression it would make on the people!

You may say that this plan would interest only one type of persons, and in one phase only, of library service; but it would go further than that—it would show the people that the librarian was awake and alive to his opportunities.

As in all advertising, a specific appeal may often be made to create a general impression. A merchant sometimes advertises an article or a department more extensively than immediate sales in that department could possibly justify, because when he gives the people the impression that his store is headquarters for rugs, for example, they will naturally think he must have a similarly complete and important line of other merchandise. The librarian who is known to be active in one particular, will thus show the people that he is awake to his opportunities to serve them in any and every way he can.

You are familiar with what Waco has done, with what Toledo, St. Paul and other cities have done, in connection with advertising clubs. Every advertising club in this country wants to help the libraries. We are especially interested in books for

business men. In financing your library, you need the business man. You should serve him, to enlist his support of your plans. The advertising clubs are anxious to help the librarians, and we will be delighted to co-operate with you in any movement to interest the business man in books.

I am here to suggest, in as definite a way as possible, co-operation between our Association and your Association, in order that the 16,000 men in our organization may put their shoulders behind the wheel of your wagon and help you. Advertising, in these times, is rendering many a wonderful public service. We find advertising employed for the Red Cross, for the Liberty Loan. We find advertising employed

in building up the church; and in every case where I have heard the statistics, church advertising, when it has been intelligently used, has paid for itself in dollars and cents, and in all the advantages which come from having bigger congregations, from getting new people into the church and from interesting old people as they have not been interested before. Here, again, is a demonstrated fact that when you make people want a thing, they will gladly foot the bills.

The advertising men of this country would like to help the library as they have helped all the other great causes which have recently applied advertising to their needs.

THE GIST OF THE A. L. A. LIBRARY PUBLICITY SURVEY

By WILLIS H. KERR, *Emporia, Kansas; Chairman A. L. A. Publicity Committee*

Recently the American Library Association Publicity Committee undertook a Library Publicity Survey. This is a brief and informal resume of part of that survey. The full report, it is hoped, will be printed later.

The part of the survey addressed to libraries was mailed to 3,500 American public, college, and institution libraries a little more than a month ago. To date, 294 replies have been received, or 8.4 per cent. Obviously, one query is whether less than ten per cent of our libraries are in-

terested in publicity? To look at it more comfortably, if thirty per cent is the average number of replies to any questionnaire, we are one-third interested.

Reducing the figures to a minimum, we have the following averages for 24 "Large" public libraries (annual expenditure of \$40,000 and upwards); 44 "Medium" libraries (expenditure from \$10,000 to \$40,000); 100 "Small" libraries (\$2,000 to \$10,000 annually), and 57 "Village" libraries (less than \$2,000 annual expenditure):

	Population	Percentage Reached	Percentage Hoped for	Total Expended	Expended for Publicity	Percentage for Publicity
Large (24)	588,000	25.6	58.	\$179,150	\$1,335.00	.0074
Medium (44)	55,650	27.6	33.	16,400	176.00	.0107
Small (100)	18,556	33.3	55.	5,004	37.74	.0068
Village (57)	3,600	35.	77.	1,060	7.92	.0075
Composite	121,146	30.4	56.	\$ 36,409	\$ 280.00	.0072

It is frankly recognized these "averages," and especially the "composite" American city, do not exist. But using this as our present means of looking at ourselves, the composite American library has a population of 121,146 to serve, an annual expendi-

ture of \$36,409, or about 33 cents per capita. It is reaching 30.4 per cent of its population, and with sufficient support and proper advertising it reasonably hopes to reach 56 per cent of its population. It is now spending \$280 per year on all forms of publicity,